

Introduction to the dimensions of digitalisation

Module 3.1: Introduction to Data

Agenda

Module 3.1: Introduction to Data

- Data comes from multiple sources
- Data is valuable

Faceapp

Cool or dangerous?



10 min



Faceapp

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Data from different perspectives

Businesses and data

- **Economies** are increasingly **data-powered** (“data-driven value-chains”)
- Data is now a critical **corporate asset**
- Innovative data use can have **disruptive effects** for whole industries (“winner takes it all dynamics”) and enables **new business models**

2018					2008				
RANK	COMPANY		FOUNDED	US\$bn	RANK	COMPANY	FOUNDED	US\$bn	
1.		*	1976	890	1.	 PetroChina	1999	728	
2.		*	1998	768	2.	 EXXON	1870	492	
3.		*	1975	680	3.		1892	358	
4.		*	1994	592	4.	 中国移动 China Mobile	1997	344	
5.		*	2004	545	5.	 ICBC	1984	336	
6.	 Tencent 腾讯	*	1998	526	6.	 GAZPROM	1989	332	
7.	 BERKSHIRE HATHAWAY		1955	496	7.		1975	313	
8.	 Alibaba.com	*	1999	488	8.		1907	266	
9.	 Johnson & Johnson		1886	380	9.		2000	257	
10.	 J.P.Morgan		1871	375	10.	 AT&T	1885	238	

* Companies based on the platform model

Sources : Bloomberg, Google

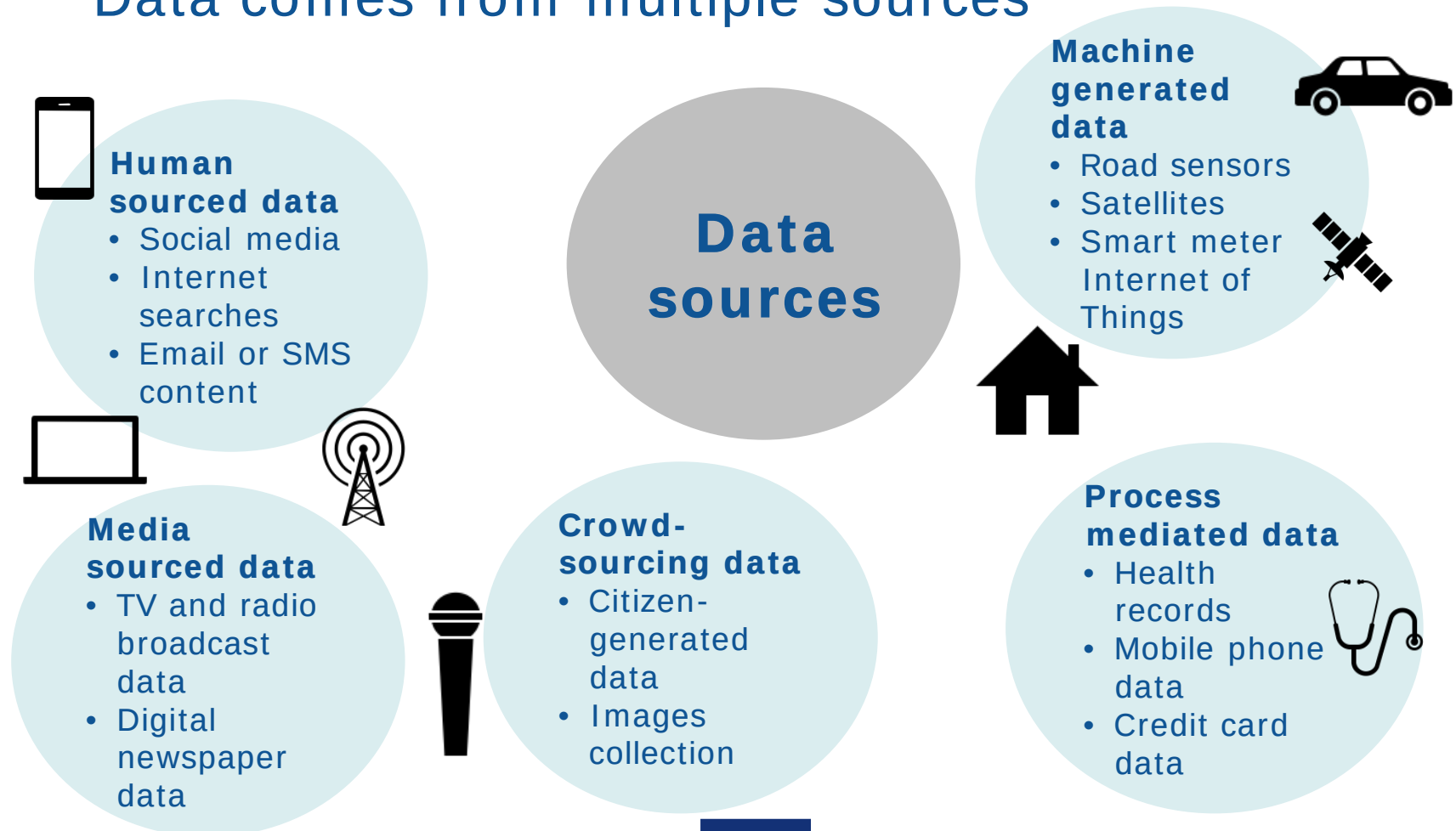


An opportunity for
developing markets



Introduction to data

Data comes from multiple sources



Data from different perspectives

Data use is valuable for individuals, businesses and governments

Individuals



Data profile:

- Generate bulk of the data
- Rightful owners of data
- Trade private data for goods & services in general without monetary benefits

Business



Data profile:

- Beneficiaries of the data revolution
- Capitalize on data by processing and analysing it for business purposes

Governments



Data profile:

- Accumulate vast amounts of information about citizens and businesses
- Data insights can help improve citizen experience and accountability

Data from different perspectives

Individuals and data



Table 4.2 Benefits from personal data to individual

Data holds	Informational value	Financial value
	Information is derived from the data people produce, which could inform decision-making.	People produce data that has financial value for some other party and exchange their data for products or services.
Effects	Direct: Derived when people use their own or others' data to make decisions (such as exercise data from a wearable activity tracker or reviews on a shopping portal).	Direct: Derived when people share their data (knowingly or otherwise) with organizations in return for services (for example, people provide data in return for access to information services or social networks online); those services are financed through the sale of the data or its derivatives.
	Indirect: People's data goes to organizations (for example, health care companies, urban planners, financial institutions, news organizations) that use it to improve or subsidize their products.	Indirect: People provide data that collectors use or sell on to others, generating economic value that could return to individuals through lower prices or income-generating opportunities, or feed into broader economic processes, which could also include innovations that benefit the wider public.
Benefits	• Better decisions • Innovative products • Improvement in public services	• Access to digital services • Wider economic benefits for data users that could spill over into opportunities for data producers

⇒ **Data enables improved individual decision-making and more convenience when interacting with organizations**

⇒ **But there is also a price to pay: Potential loss of privacy, agency and control**

Data from different perspectives

Governments and data



= > Governments have the opportunity to become more “data driven” at all levels

Data from different perspectives

Governments and data

- Lack of technical capacity and incentive to interpret, analyse and disseminate open data
- Cash-strapped agencies might support themselves by selling data
- Outdated or poor- quality data might discourage demand
- Manipulative data use
- Implications for trust and confidence



= > But: There are still limitations to harnessing the value of data

Data from different perspectives

Example: Kenyan Open Data Initiative



Anmelden

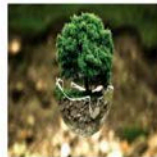
EXPLORE DATA CATEGORIES



Agriculture



Education



Environment



Energy



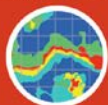
Health

Unlock the Data

Anyone can use this data at no cost. Download raw data and share your insights with your teams or build new applications that serve specific users.



Explore
Dig into the data.



Visualize & Analyze
Highlight spatial patterns and discover trends.



Build
Develop new apps using templates and APIs.



Share
Embed analyses on your website.

EXPLORE DATA BY TYPE



Explore Data on the Map of Kenya



Find Tables, Documents and Government Portals with data.



Discover Data available on request.



Discover all datasets



- Multistakeholder initiative

- Not only data collection but also application (20+ initiatives since 2011) and (political) actions



- No data updates
- Lack of legal and policy structures



Data for Development

Unleashing the power of data- driven development for developing countries

- **People's lives can benefit greatly** when decisions are informed by relevant data that uncover hidden patterns, unexpected relationships, and market trends or reveal preferences.
- **Development cooperation can be a driver for increasing the availability of relevant data**

Quality data is **still scarce**, especially in **developing regions**



Data for Development

Examples of innovative data use (UN Global Pulse)





10 min

Data for Development

Discussion: Misuse or missed use?



"We need a public discourse around where to draw the line in very concrete cases between misuse and missed use."

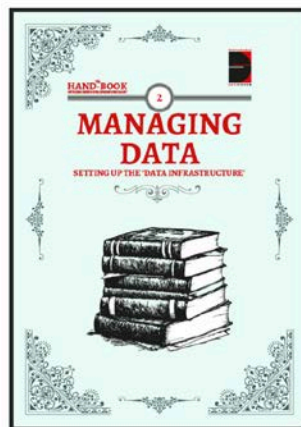
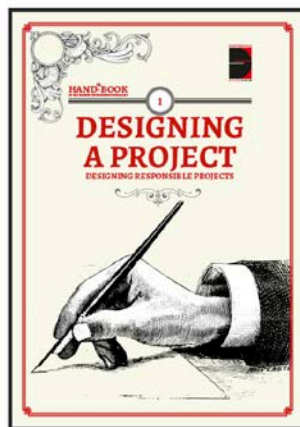
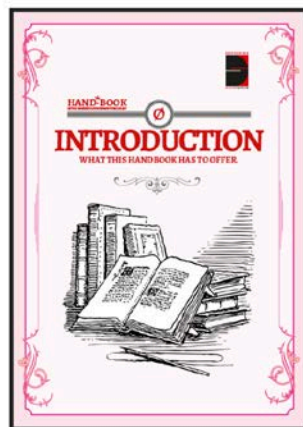
Robert Kirkpatrick, UN Global Pulse Director

What are your experiences with data for development?

- How relevant are data approaches in your work context?
- Where do you potentials and risks?
- What can be done to prevent potential harms of sensitive data misuse?

Dealing with Data

Helpful Guidance for Policymaker



The Hand-Book of the
Modern Development
Specialist (The Engine
Room)

what could go wrong?

We don't know much about how data-driven projects can go wrong until they go terribly wrong. There are strong incentives not to share experiences of responsible data harm, and those who share stories, especially of dramatic harm, usually don't wish to be attributed. Nonetheless, there are a number case studies described in this guide that illustrate the breadth of harm that can result from irresponsible data practices. Here are some broad examples of things that can go wrong:

Individuals can be harmed physically, emotionally or financially. When personally identifiable information is leaked in sensitive contexts it can spark violence, discrimination, or exclusionary policies.

Groups can be harmed without individuals ever being identified, through the enactment of discriminatory policies on the basis of data, on the basis of perceived relationships or through subtle social dynamics or engineering.

Project credibility and relationships with local partners and beneficiaries can be harmed when stakeholders feel as though they are exploited for data without receiving benefits, or when projects have adverse and unintended consequences.

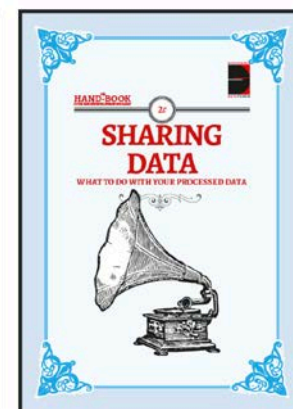
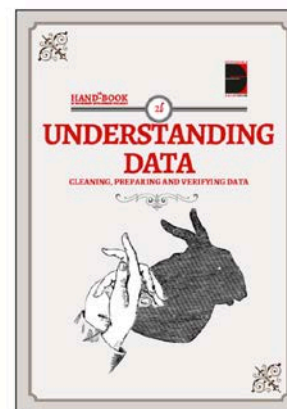
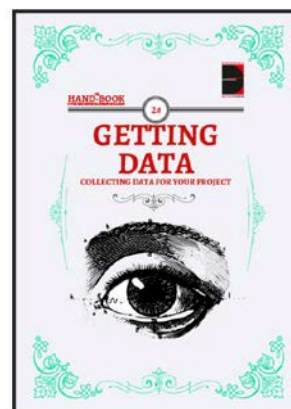
misconceptions and common myths

If you are working with data and want to speak about the importance of responsible data, you may run into a number of recurring ideas that get into the way of moving this discussion forward - be it within your organization or in your interaction with other stakeholders, such as donors or beneficiaries of your projects.

Below are a number of those we have encountered so far and would like to address:

it is not my job, the IT department has this covered.

Actually, IT staff don't always understand these challenges very well either; they likely



only
act
ed